<u>**REMARKS/ARGUMENTS**</u>

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith. The present amendment is being made to facilitate prosecution of the application.

I.   STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-28 are pending. Claims 1, 12, 13, and 24-28, which are independent, are hereby amended. Support for this amendment is provided throughout the Specification as originally filed, and specifically at pages 12, 45-46, 54, and 68-70.

No new matter has been introduced by this amendment. Changes to the claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

II.   REJECTIONS UNDER 35 U.S.C. §112

Claims 1, 12, 13, and 24-28 were rejected under 35 U.S.C. §112, first paragraph, for allegedly failing to comply with the enablement requirement.

Claims 1, 12, 13, and 24-28 were rejected under 35 U.S.C. §112, second paragraph, for allegedly being indefinite.

Applicants respectfully submit that the present amendment obviates these rejections.

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III.   REJECTIONS UNDER 35 U.S.C. §102(e) and 103(a)

Claims 1-10, 12-22, and 24-28 were rejected under 35 U.S.C. § 102(e) as being

unpatentable over U.S. Patent No. 6,263,352 to Cohen (hereinafter, merely "Cohen").

Claims 11 and 23 were rejected under 35 U.S.C. §103(a) as allegedly

unpatentable over Cohen in view of U.S. Patent No. 6,014,638 to Burge et al. (hereinafter,

merely "Burge").

Claim 1 recites, *inter alia*:

"... receiving a first data entry **including selection of an
industry type**;

generating and presenting one or more questions **based at
least in part on the selected industry type**;

... retrieving web site data **including pre-created industry
content** from an external data source in accordance with the
generated description of the web site;

... **previewing the one or more pages of the web site
exactly as they would appear on a client terminal** ..."

(Emphasis added)

As understood by Applicants, Cohen relates to a computer-implemented system to

assist a merchant in setting up an electronic online storefront that is customized to the merchant's

business, without requiring the merchant to program.

As understood by Applicants, Burge relates to a system for customizing content

and presentation of content for computer users.

Applicants respectfully submit that nothing has been found in Cohen that would

teach or suggest the above-identified features of claim 1. Specifically, Cohen does not teach or

suggest receiving a first data entry **including selection of an industry type**. Cohen does not

disclose or suggest generating and presenting one or more questions **based at least in part on**

the selected industry type. Cohen does not teach or suggest retrieving web site data **including**

pre-created industry content from an external data source in accordance with the generated description of the web site, all as recited in claim 1. Applicants respectfully submit that the Office Action has failed to provide a specific citation in Cohen that would teach or suggest a "selection of an industry type" and "retrieval of pre-created industry content," all as recited in claim 1.

Additionally, Cohen does not teach or suggest, previewing the one or more pages of the web site exactly as they would appear on a client terminal, as recited in claim 1. Applicants submit that pages 68-70 of the Specification state, *inter alia*: "The Preview interface 7050 is responsible for generating the HTML representing a 'preview' of the DXC within the Definer editing environment. This 'preview' version should appear identical to the Runtime version on a client terminal" (page 68, lines 3-8).

Applicants respectfully submit that Burge does not provide any relevant disclosure, and specifically does not teach or suggest the above-identified features of claim 1.

Therefore, for at least these reasons, Applicants respectfully submit that independent claim 1 is patentable.

Independent claims 12, 13, and 24-28 are similar, or somewhat similar, in scope and are therefore patentable for similar reasons.

IV.   DEPENDENT CLAIMS

The other claims in this application are each dependent from one of the independent claims discussed above, and are therefore patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.
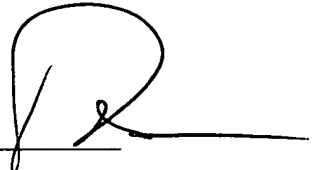
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CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited references, it is respectfully requested that the Examiner specifically indicate those portions of the references providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

Applicants respectfully submit that all of the claims are in condition for allowance and request early passage to issue of the present application.

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP
Attorneys for Applicant

By _____
Daniel G. Brown
Reg. No. 54,005
(212) 588-0800

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